

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of August 22-28, 2016

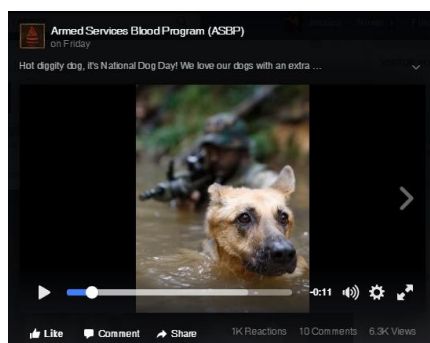


TOP PERFORMERS

Facebook

National Dog Day slideshow (Aug. 26)

1,042 reactions, 10 comments, 312 shares, 6.3K views



Twitter

National Dog Day (Aug. 26)

911 impressions, 57 engagements



Also performing well on both Facebook and Twitter ...

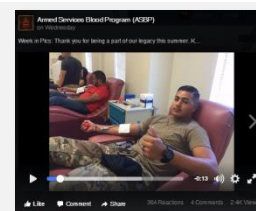
Week in Pics (Aug. 24)

Week in Pics: Thank you for being a part of our legacy this summer. Keep it up!

#weekinpics #legacyofblood #military #gen2gen #donateblood

Facebook: 364 reactions, 4 comments, 45 shares, 2.4K views

Twitter: 651 impressions, 26 engagements



HOW DID WE DO?



1,233 | 202,362
New followers | Total fans

53,010
Total reach



26
New followers

4,876
Impressions



13 | 18
Repins | Clicks



2,856
Photo views



90
Video views

WHAT ARE WE UP TO?

Breaking Down Blood: Platelets

In an average healthy adult, red blood cells far outnumber platelets in the blood. In fact, according to the Merck Medical Manuals, it is a "ratio of about one platelet to every 20 red blood cells." So why exactly are these small cells so important? First and foremost, platelets aren't actually cells.

Learn more: <http://bit.ly/2bUmWNE>



NEWSWORTHY CONTENT

When Recovery Takes an Unexpected Turn, Donated Blood Matters

For many, surgery to treat an illness or injury provides the care needed to improve life and welfare. But on occasion, the care after a surgery includes more than just recovery or rehabilitation. Sometimes though, a recovery changes to an urgent need for blood. Read more: <http://bit.ly/2bPnX9L>



KEEP AN EYE OUT FOR ...

- Blood Collectors Week (Sept. 4-10):** Together let's recognize the contributions of phlebotomists, apheresis operators and all those who secure a safe and adequate blood supply and create a positive donor experience.